

## Marketing Team Analysis

	S. no	Question	Query
	1	How many events were conducted via Facebook and Twitter in January 2015?	<pre>select count(account_id) from pm_web_events where channel in ('facebook', 'twitter') and monthname(occurred_at) = 'January' and year(occurred_at) = '2015'</pre>
	2	How many accounts are operated by the agents of the 'Northeast' location?	<pre>select count(id) from pm_accounts ac inner join pm_agents ag on ac.agent_id = ag.agent_id where location = 'Northeast'</pre>
	3	Find out the accounts-to-agents ratio for the accounts operated by the agents of the 'Midwest' location.	<pre>select count(id)/count(distinct ac.agent_id) from pm_accounts ac inner join pm_agents ag on ac.agent_id = ag.agent_id where location = 'Midwest'</pre>
	4	Select the account name for which no orders have been placed. 1)Goldman Sachs Group 2)Walmart 3)Apple 4)McKesson 5)(No Account Found)	<pre>select ac.id, ac.name , o.total from pm_accounts ac left join pm_orders o on ac.id = o.account_id where o.order_id is null</pre>

	5	Find the account that made the highest total sales between 12-Jan-2014 to 15-Nov-2015.	<pre> select sum(total_amt_usd) total_sales , account_id , name from pm_accounts ac inner join pm_orders o on ac.id = o.account_id where date(occurred_at) between '2014-01-12' and '2015-11-15' group by account_id , name order by total_sales desc limit 1 </pre>
	6	<p>Select the account/(s) which used Twitter as a channel more than ten times.</p> <p>1) IBM 2) Walmart 3) Tyson Foods 4) Apple 5) HP</p>	<pre> select account_id, count(channel), name from pm_web_events we inner join pm_accounts ac on we.account_id = ac.id where channel = 'twitter' group by account_id , name having count(channel) &gt; 10 </pre>
	7	<p>Compare the average number of events in each calendar month for different channels. And provide the highest average number of events in a calendar month.</p>	<pre> select avg(event_number) avg_event , channel from (select count(event_id) as event_number , monthname(occurred_at) as T from pm_web_events group by channel, month) as T group by channel order by avg_event desc limit 1 </pre>

	8	<p>Calculate the annual revenue of each account. Based on the result, find the percentage of revenue coming from each account in the respective year.</p> <p>Share the account_id, year who has the highest perc of revenue.</p>	<pre> select sum((total_amt_usd) / (annual_revenue) *100) as perc,        year(occurred_at) as yearrr , account_id from (select sum(total_amt_usd) as annual_revenue,        year(occurred_at) as yearrr        from pm_orders        group by yearrr        ) T right join pm_orders o on T.yearrr = year(o.occurred_at) group by yearrr, account_id order by perc desc limit 1 </pre>
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